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U. S. Department of Agriculture

H. M. TAYLOR SEEDSMAN INC.



QUINCY, FLORIDA

VEGETABLE
SEED TRIALS
HORTICULTURE
JAN 14 1933



OUR QUINCY WAREHOUSE
CONTAINS 43000 SQUARE FEET OF FLOOR SPACE



PARTIAL VIEW OF INTERIOR OF OUR IMMENSE
QUINCY WAREHOUSE

EXCEPTIONAL VENTILATION ~ *Modern
Electric Equipment for Drying, Screening,
and Recleaning, Careful Handling and
Expert Testing for Germination Safeguard
the interests of those who use TAYLOR SEEDS.*

THE volume of WATERMELON SEED contracted for by dealers, of the crop of 1932, is the smallest within many years.

THE carry-over of watermelon seed of the crop of 1931 is considerably less than the normal carry-over.

GROWING WATERMELON SEED is our business, in which we have invested many thousands of dollars, together with all the abilities and energies of an organization embracing trained executives, expert growers, and hundreds of skilled laborers.

TO SUCCESSFULLY and profitably operate our business of growing and selling watermelon seed, it is essential that we at all times keep informed as to stocks in the hands of Seedsmen and Producers, acreages planted for seed purposes each season, yields, etc.

WHILE OBTAINABLE DATA on these subjects are approximate, the statistics we gather are sufficiently accurate for all practical purposes.

BECAUSE OF UNSETTLED BUSINESS CONDITIONS at the beginning of the present year, and a general feeling of pessimism, all seed contracting was on a very conservative basis,—many houses making no contracts, depending for their supplies on the open market as planting season approaches.

AS A CONSEQUENCE, most producers restricted their plantings to an acreage that under normal conditions would yield only sufficient seed to cover their contracts.

WITH THIS INFORMATION AS A GUIDE, anticipating a shortage, and incidentally an unusual demand as the season advances, WE INCREASED OUR PLANTINGS, and now, happily, are in position to supply most varieties of watermelon seed, at a slight advance over early season contract prices.

YIELDS OF WATERMELON SEEDS, both in the West and most of the Florida producing area this season were below average,—thus further reducing the anticipated supply.

FORTUNATELY, our crops in Little River Valley,—our new producing territory near QUINCY, FLORIDA,—were the finest we have had in years.

AFTER YEARS OF EXPERIENCE in growing watermelons, realizing that continuous cropping of melons on the same land year after year with infrequent rotation, had depleted the producing capacity of the old lands in the vicinity of Monticello, Florida, and developed serious soil infection of fungus and bacterial diseases peculiar to watermelons which might be distributed on the seed, a few years ago

we sought a new location for our major operations. The DELTA LANDS OF LITTLE RIVER VALLEY were selected as ideal for our purpose, and here we plant FRESH LANDS EACH YEAR, leasing for the purpose selected farms, where preparation of the land, fertilizing, planting, and cultivating and harvesting the seed crops, are carried on with trained labor that has been in our employ for years, under the constant supervision of expert growers. We do not plant any land that has produced a crop of melons within five years previous.

EXPLOITATION of so-called "Disease Resistant" types of some popular varieties of Watermelons is not warranted by results so far obtained. Actual tests prove that selections immune to certain diseases prevalent in some localities are peculiarly susceptible to other diseases; and under different conditions of soil and climate, to the same diseases. Also, that they are inferior in quality of fruit, and are less productive.

BY PROPER BREEDING and selection, combined with proven cultural methods, we grow seeds possessing inherent vigor and healthfulness that may be relied upon for crops of unsurpassed yield and quality.

REPRODUCTIONS FROM PHOTOGRAPHS showing our immense warehouse with extensive Curing Floors, Drying apparatus, etc., will give an impression of the facilities of our business. Along the north side

of our warehouse is our private loading track,—a spur from Seaboard Air Line Ry., five-car capacity. By special arrangement all shipments are loaded here, and checked into cars by representative of railroad, and Bill Lading issued to us in our own office.

WITH THESE SUPERIOR FACILITIES, backed by sincere purpose, we unhesitatingly make the claim that we are producing and supplying to the trade THE BEST WATERMELON SEED POSSIBLE TO BE GROWN, and by reason of volume are able to compete in price with offerings of ordinary seed.

SHORTAGE IN PRODUCTION has resulted in the harvesting of much seed from culls left after shipment of melons fit for market, from fields grown for market with no regard for segregation of varieties.

THIS JUNK is being offered as SEED by distributors of our acquaintance, in considerable quantities, to the serious injury of dealers and planters.

OUR STOCK embraces all standard varieties, which we shall be pleased to price, on request, for prompt or deferred shipment.

H. M. TAYLOR
SEEDSMAN
INC.

QUINCY, FLORIDA

November 15th, 1932.



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